



Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	F010101TA	Title of the Course	Business Economics	L	T	P	C
Year	I	Semester	I	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize the students with the basic concept of microeconomics and to make student enable to understand various concepts of economics to apply in business applications.						

Course Outcomes	
CO1	To provide knowledge about business economics.
CO2	To provide knowledge about demand analysis.
CO3	To determine production and cost analysis.
CO4	To make aware of pricing and profit management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Business Economics	Nature and Scope of Business Economics. Fundamental Principles of business economics- opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	11	CO1
2	Demand Analysis	Concept of Demand & its determinants. Law of demand and exceptions, Price, Income & Substitution effects. Demand function. The elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts.	11	CO2
3	Production and Cost Analysis	Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economies and dis-economies of scale. Break even analysis.	11	CO3
4	Market structures:	Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Concept of Profit, Functions of profit, Profit maximization. Inflation: concept, reasons with specific reference to India, remedial measures, Concept of WPI & CPI.	12	CO4

Reference Books:	
Maheshwari K. L, Varshney R.L. “Managerial Economics”, Sultan Chand & Co., India, 2019.	
Mote V. L. , Gupta G. S. , Paul S., “Managerial Economics: Concepts and Cases”, Tata McGraw Hill Publishing Company, India, 2019	
Dwivedi D.N., “Managerial Economics”, Vikas Publication House, India, 2018	
Peterson C H, Lewis W C “Managerial Economics” Pearson India,2020	
e-Learning Source:	
https://nptel.ac.in/courses/110105075	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	-	2	3	2	-	2
CO2	1	-	1	2	2	1	3	-	1	1	1
CO3	1	3	3	1	1	2	3	1	3	2	3
CO4	2	1	1	1	1	2	2	2	1	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective From Session: 2022-23							
Course Code	F010101TB/BM122	Title of the Course	Basic Accounting	L	T	P	C
Year	I Year	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Objective	The course is designed to provide sufficient practical inputs to conduct varied types of accounting relating to different industry and business problems for accurate decision and control action among the students.						

Course Outcomes	
CO1	The aim of the course is to build knowledge and understanding of the principles of accounting and other aspects of accounting among the students.
CO2	The course seeks to give detailed knowledge about the subject matter by instilling basic ideas about accounting.
CO3	To provide knowledge about the rectification of errors in accounts
CO4	To make them able to do valuation of stocks.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & bookkeeping, Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts; Difference between IFRS and GAAP, application of IFRS in India.	10	1
2	Double Entry System	The accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit; Preparation of Journal and Cashbook including banking transactions; Ledger and Trial balance, Subsidiary books of accounts; Rectification of errors, Preparation of bank reconciliation statement; Bills of exchange and promissory notes.	15	2
3	Valuation of stocks	Valuation of stocks; Accounting treatment of depreciation; Reserves and provisions; Preparation of final accounts along with adjustment entries.	11	3
4	Issue of shares and debentures	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	09	4

Reference Books:

- Agarwal B.D., Advanced Accounting 2019.
- Chakrabarti K.S., Advanced Accounts. 2017.
- Chawla & Jain, Financial Accounting 2018.
- Gupta R.L. & Radha Swamy, Fundamentals of Accounting, 2019.

e-Learning Source:

<https://youtu.be/Hs-U3jAvqo4>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	2	2	2	1	2
CO2	2	1	1	1	2	2	2	1	2
CO3	2	2	1	1	1	1	2	1	2
CO4	2	1	1	1	1	2	2	2	1
CO5			-						

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	F010102T	Title of the Course	Business Statistics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows						

Course Outcomes	
CO1	To provide knowledge about basic concepts of Statistics.
CO2	To provide knowledge measurement of central tendency.
CO3	To give an overview of correlation and regression analysis.
CO4	To make able to know the sampling and probability.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation	6	CO1
2	Measures of Central Tendency	Mean, Median, Mode, Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis	8	CO2
3	Correlation and Regression	Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8	CO3
4	Probability	Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests	8	CO4

Reference Books:

- 1 Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

e-Learning Source:

<https://www.youtube.com/watch?v=VbbIAAmYrEM>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	1	2	2	3	1	1	-	1
CO2	3	1	2	1	1	2	2	1	2	-	1
CO3	3	1	1	2	1	1	2	1	1	-	2
CO4	3	2	2	1	2	2	3	2	2	-	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2021-22							
Course Code	F010102TB	Title of the Course	Principles of Management	L	T	P	C
Year	First	Semester	First	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable the students to understand the principles of management thought and applying the same in practice.						

Course Outcomes	
CO1	To provide knowledge about management key functions in management as applied in practice and also throw light on development of management thoughts.
CO2	To understand in more specific management related areas from planning and also the role of MBO and decision making in setting organizational objectives.
CO3	To understand about the principle of organization and also the role of authority and responsibility in different organizational structure.
CO4	To understand about the importance of directing and controlling functions and also their role in running an organization.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management V/s administration, Coordination as essence of management.	10	CO1
2	Planning	Concept, objectives, nature, importance and limitations of planning, planning process Concept of decision Making and its Importance, techniques and process. MBO: concept, types and process.	10	CO2
3	Organizing	Concept, nature, process and significance, Principle of an organization, Span of control, Departmentation process, types of an organization; Authority Responsibility; Delegation and Decentralization; Formal and Informal Organization.	10	CO3
4	Directing	Concept, principles and importance of directing, Leadership styles, Traits of a good Leader, Motivation: Nature, Types and importance. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	15	CO4

Reference Books:	
Prasad L.M., "Principles and Practice of Management", Sultan Chand & Sons, India, 2019 Edition.	
Satya Narayan and Raw VSP, "Principles and Practice of Management", Konark Publishers, India, 2000, 1 st Edition.	
Koontz & O'Donnell & Weirich, "Essentials of Management", Tata McGraw Hill, India, 2010, 8 th Edition.	
e-Learning Source:	
https://onlinecourses.nptel.ac.in/noc22_mg104/preview	
https://onlinecourses.nptel.ac.in/noc22_mg42/preview	
https://onlinecourses.nptel.ac.in/noc20_mg58/preview	
https://elearn.nptel.ac.in/shop/nptel/principles-of-management/	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO5
	CO1	2	1	2	2	2	1	2						2	1	2	1	
CO2	1	2	1	-	2	2	1						2	2	1	-		
CO3	2	1	1	1	2	1	2						1	1	1	1		
CO4	1	2	1	2	1	-	1						1	-	1	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	F010103TA	Title of the Course	Business Ethics & Governance	L	T	P	C
Year	I	Semester	I	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics.						

Course Outcomes	
CO1	To develop understanding of business ethics and values.
CO2	To develop understanding about the contribution of Indian Philosophy towards Business Ethics.
CO3	To provide relationship between ethics and corporate excellence and overview about Gandhian philosophy.
CO4	To give an overview about the concept of Corporate Social Responsibility.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concept and Nature of Ethics, Ethics, Values and Behaviour, Development of Ethics, Relevance of Ethics and Values in Business, Arguments against Business Ethics	10	CO1
2	Work life in Indian Philosophy	Indian Ethos for Work Life, Indian Values for the Work Place, Work-life balance, Ethos of Vedanta in Management, Hierarchism as an Organizational Value	10	CO2
3	Ethics and Corporate Excellence and Gandhian Philosophy	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of Knowledge Management and Wisdom Management	15	CO3
4	Corporate Social Responsibility	Social Responsibility of Business with respect to different Stakeholders, Arguments for and against Social responsibility of Business, Social Audit	10	CO4

Reference Books:	
1.	Dr.TripatKaur , Values & Ethics in Management, Galgotia Publishing Company,India,Edition:1 January 2015
2.	Chakraborty S.K., Human values for Managers, Wheeler Publishing; India,2nd Reprint edition (1January 1997)
3.	PerreaultWilliam D.,McCarthy E.J., Basic Marketing,Mcgraw-Hill College; 13th edition (December1, 1998)
4.	Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press,India,Edition: (1 May 1997)

e-Learning Source:	
1.	Business Ethics Courses available via edX
2.	Learn About Business Ethics Courses available via Udemy

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
	CO1	3	1	2	2	1	-	1	-	-	-	-	-	2	-	3	1	-
CO2	1	1	2	1	1	2	-	-	-	-	-	-	1	1	1	1	-	-
CO3	1	1	1	1	-	1	1	-	-	-	-	-	2	1	1	1	-	-
CO4	1	2	1	2	1	-	1	-	-	-	-	-	-	-	1	2	-	-

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	F010103T	Title of the Course	Computer Applications	L	T	P	C
Year	I	Semester	I	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications						

Course Outcomes	
CO1	Develop an understanding of the computer it's important in business.
CO2	Develop an understanding of components, generation and types of computer system.
CO3	Describe spreadsheet and its important functions.
CO4	Describe the common features of software and files. Develop an understanding of the concept of database management system.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to computers	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Program development cycle, Flow Charting, Input-Output analysis, Programming Concept, Software Development process	8	1
2	Components of Computer system	Components of a computer system, Generation of computer and computer, languages, Personal computers in Business, PC-Software Packages, An Introduction to Disk Operating System and Windows, GUI, Other system software.	7	2
3	Applications of Spreadsheet Software	Text Processing, software, Introduction to spreadsheet software, Creation of spreadsheet application, Range, formulas, Function database functions in spreadsheet, Graphics on spreadsheet, Modes of data processing, Report generation, Presentation graphics, Creating a presentation.	7	3
4	Introduction to Database and Networks	Computer software system, Software Development process, Files design & Report design, Data files types, Master & Transaction File, Data Hierarchy & data file structure, Use of files in Programming. Relevance of Database management system, Database manager, Data communication networking, LAN, MAN, WAN, Real Time Sharing, Online and Offline Processing	8	45

Reference Books:
1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems
e-Learning Source:

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	3	-	-	-	1	-	-	-
CO2	1	-	2	3	-	-	-	1	-	-	-
CO3	-	1	2	3	-	-	-	1	-	-	-
CO4	-	1	2	3	1	-	-	1	-	-	-

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	A060103T/HP111	Title of the Course	India's Freedom Struggle and Constitutional Growth of India.	L	T	P	C
Year	Ist	Semester	Ist	3	1	0	4
Pre-Requisite	Intermediate	Co-requisite	None				
Course Objectives	After the successful completion, learners will develop following attributes.						

Course Outcomes	
CO1	This syllabus helps students to understand the idea of Nationalism
CO2	It also discusses that how the colonial rule was overthrown by the Indian Nationalists.
CO3	It will enable the students to understand the role of India in World Affairs.
CO4	Students will also be able to understand the contributions of our great freedom fighters in Independence of India.
CO5	Students will also get familiar with the important events of national movement that led growth and development of India's Constitution.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	British Colonial rule and National Awakening	Beginning of British colonial rule in India: East India Company (1773-1857) Indian Mutiny: Causes and Consequences Indian Government Act 1858: Provision and Significance	12	CO1
2	Origin, Growth and Development of Indian National Movement	Formation of Indian National Congress: Objectives and Achievements, Causes for the rise of radicals/extremists, Partition of Bengal, Formation of Hindu Mahasabha & Muslim League. The Government of India Act of 1909, World War I and its impact Home Rule League.	12	CO2
3	Gandhi and Mass Mobilisation	Emergence of Mahatma Gandhi - Tools of mobilization - Satyagraha and Non-violence Early Satyagrahas- Champaran Movement Government of India Act, 1919- Jallian Wala Bagh and The Non - Co-operation Movement - The Khilafat Movement, Chauri-Chaura Incident	12	CO3
4	Rise of National Movement	The Swarajist Party-The Simon Commission -The Nehru Report - Fourteen Points of Jinnah, Lahore Congress- The Civil Disobedience Movement Round Table Conferences 1930 - 32- Constitutional Changes - 1935 Act	12	CO4
5	Towards Independence	The Left Movement - Labour and Peasant Movements, Second World War -Quit India Movement- Netaji Subhash Chandra Bose and the INA- Two Nation Theory - Communalism -Cripps Mission - Cabinet Mission - Mount Batten Plan - Indian Independence Act.	12	CO5

Reference Books:

- Bipan Chandra, India's Struggle for Independence, Penguin Books (Latest Edition).
- Percival Spear, Oxford History of India, New Delhi, 1974.
- Sumit Sarkar, Modern India (1885 - 1947), Delhi, 1983.
- Bipan Chandra, Amal Tripathi, and Barun De, Modern India, New Delhi. 1976.

e-Learning Source:

- <https://swavam.gov.in/>
- <http://www.ignou.ac.in/>
- Coursera
- UGC CEC

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	2	2	1	2	3
CO2	3	2	3	2	3	2	1	1	2	3
CO3	2	2	2	3	3	1	3	3	3	2
CO4	1	2	3	3	3	1	1	2	3	2
CO5	3	2	1	1	1	3	3	3	3	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Anil Kumar Singh Name & Sign of Program Coordinator	 Zeba Anil Sign & Seal of HoD
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Humanities & Social Science
Integral University, Lucknow



Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	I01010P	Title of the Course	Advance Excel	L	T	P	C
Year	I	Semester	I	0	0	3	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	NA						

Course Outcomes	
CO1	Ability to understand the spread sheet utilization at basic level.
CO2	Ability to apply the formulas and function in Excel
CO3	Ability to understand the advance Excel with other functions of Excel
CO4	Ability to apply the practical implication of financial and statistical functions in spread sheet

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Excel Introduction,	An overview of the screen, navigation and basic Excel concepts, Various selection techniques, Shortcut Keys Customizing Excel, Customizing the Ribbon, Using and Customizing AutoCorrect, Changing Excel's Default Options Using Basic Functions, Using Functions – Sum, Average, Max, Min, Count, Absolute, Mixed and Relative Referencing	15	1
2	Introduction Range	Introduction Range: AutoFill, Comments, Hide Columns and Rows, AutoFit, Transpose, Move Columns Basics: Ribbon, Workbook, Worksheets, Format Cells, Find & Select, Data Validation, Keyboard, Shortcuts, Print, Protect.	10	2
3	Formulas and Functions	Formulas and Functions: Arithmetic functions, Paste Options, statistical Functions, Logical Functions. Cell References, Date/Time, Lookup/Reference	10	3
4		Financial, Statistical, Round, Formula Errors, Array Formulas, Sort, Filter, Conditional Formatting., Charts, Pivot Tables, Tables, Create a Macro.	10	4

Reference Books:

Excel 2019 All-in-One for Dummies, Greg Harvey, 1st edition

Slaying Excel Dragons, Mike Girvin, 1st edition, Holy Macro! Books

Ctrl+Shift+Enter Mastering Excel Array Formulas, Mike Girvin, 1st edition

Beginners (Excel Essentials Book 1), M.L. Humphrey, 1st edition

e-Learning Source:

<https://www.coursera.org/projects/Excels-beginner-google-sheets>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
CO1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO3	-	-	-	-	-	1	--	--	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	-

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation-

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	Z010101T	Title of the Course	Food, Nutrition and Hygiene	L	T	P	C
Year	I	Semester	I	2	0	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To learn the basic concept of food, nutrition, hygiene, common diseases prevalent in society along with 1000 days nutrition concept.						

Course Outcomes	
CO1	To learn the basic concept of the Food and Nutrition, and meal planning.
CO2	To learn about macro and micro nutrients and its RDA, sources, functions, deficiency and excess.
CO3	To learn 1000 days Nutrition Concept and study the nutritive requirement during special conditions like pregnancy and lactation.
CO4	To study common health issues in the society and to learn the special requirement of food during common illness.

UnitNo.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept of Food and Nutrition	(a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	8	CO1
2	Nutrients: Macro and MicroRDA, Sources, Functions, Deficiency and excess of	(a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fiber	7	CO2
3	1000 days Nutrition	(a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	8	CO3
4	Community Health Concept	(a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	7	CO4

Reference Books:

Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018.

Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.

1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf

<https://pediatrics.aappublications.org/content/141/2/e20173716>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/>

e-Learning Source:

<https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition>

Diploma in Human Nutrition-Revised Offered by Alison

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO											
CO1	-	-	-	2	2	3	2	3	3	2	2
CO2	-	-	-	3	2	3	2	3	3	2	2
CO3	-	-	-	3	3	2	3	3	-	-	2
CO4	-	-	3	3	3	3	3	3	3	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	F010201TA / BM129	Title of the Course	Organizational Behavior	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop the knowledge of the concept of Tax Planning.						

Course Outcomes	
CO1	Ability to understand the basic concepts of Organizational Behavior among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of individual behavior.
	Ability to know the behavior dynamics and the importance of leadership. It will help in studying the Group and Team place in organization with management of conflict.
CO4	Ability to study the impact of change in organizational development. It will lead to the significance of culture with impact of power and politics in the organization.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	10	1
2	Individual Behavior	Concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	10	2
3	Behavior Dynamics	Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	15	3
4	Management of Change	Change and Organizational development, Resistance to change, approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.	10	4

Reference Books:

- Bennis G Warren , Organizational Development: its nature, origins and prospects, Addison Wesley Publication Company, U.S.A., 1969.
- Davis, Keith, Organizational Behaviour, Tata McGraw Hill, New Delhi., India, 1997.
- Robins, S.P and Sanghi , S , Organizational Behaviour, Pearson, NewDelhi India, 2009.
- Prasad, L.M, Organizational Behaviour, Sultan Chand & Sons, New Delhi, India, 2019.

e-Learning Source:

- https://youtu.be/X_u3v4ocg_E
- <https://youtu.be/nECTh34wSDY>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	3	3	2	2	2	2	2	3	3	2
CO2	3	3	2	2	2	2	2	3	3	2	2
CO3	2	2	1	1	2	2	2	3	3	2	2
CO4	2	2	1	1	2	2	2	3	3	2	2
CO5	3	3	2	2	2	2	2	3	3	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective From Session: 2022-23							
Course Code	F010201TB	Title of the Course	Business Finance	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Objective	The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance.						
Course Outcomes							
CO1	To provide knowledge about business finance and investment decisions.						
CO2	To provide knowledge about financing decision.						
CO3	To give an overview about dividend decision.						
CO4	To give an overview about working capital.						

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Business Finance	Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder's wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting- ARR, Payback, NPV, Benefit cost ratio and IRR methods and their practical applications.	15	1
2	Financing Decision	Capitalization Concept, Basis of Capitalization, Cost of Capital, WACC, Leverages: Concept and significance, EBIT-EPS analysis, Determinants of Capital structure, Capital structure theories.	11	2
3	Dividend Decision	Concept & relevance of dividend decision, Dividend Models- Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	10	3
4	Management of Working Capital	Concepts of working capital, Approaches to the financing of current Assets, management of cash; management of receivables management of Inventories.	09	4

Reference Books:

Reddy GS Financial Management Theory and Practice.

Chandra Prasanna Financial Management Theory and Practices.

Pandey I M Financial Management.

Khan MY and Jain PK Financial Management Tax and Problems.

e-Learning Source:

Online course on Fundamentals of Financial Management By Dr. Rupali Sheth, Savitribai Phule Pune University (https://onlinecourses.swayam2.ac.in/cec22_mg13/preview)

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	1	2	2	2	2	1
CO2	1	1	1	2	1	1	2	1	2	1	1
CO3	1	2	1	1	2	2	2	2	2	1	1
CO4	2	1	1	1	1	2	2	1	2	1	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	F010202TA	Title of the Course	Human Resource Development	L	T	P	C
Year	First	Semester	Second	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.						

Course Outcomes	
CO1	The aim of the course is to build knowledge and understanding of Human Resource Development among the student
CO2	To provide knowledge about potential appraisal
CO3	To give an overview about Job Enrichment and Quality circle
CO4	To make aware with Human Resource Accounting (HRA)

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	HRD	Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower planning; Management Development: Concept, need, management development methods.	10	CO1
2	Potential Appraisal	Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training. Succession Planning and Career Development: meaning, distinction, need and importance	10	CO2
3	Job Enrichment	Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	15	CO3
4	Human Resource Accounting	Introduction, scope, limitations, methods; Management of careers; Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	11	CO4

Reference Books:	
	Dipak Kumar Bhattacharya, Human Resource Management
	Arun Monappa, Managing Human Resource
	P. Subba Rao, Essential of HRM and Industrial Relation
	C.B. Memoria, Personnel Management
e-Learning Source:	
	https://onlinecourses.nptel.ac.in/noc20_hs48/preview
	https://nptel.ac.in/courses/109105121
	https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg49/
	https://onlinecourses.nptel.ac.in/noc21_mg21/preview

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	1	1	1	2	3	2	1	2
CO2	-	1	1	2	2	2	-	1	1	-	-
CO3	-	3	3	-	-	-	3	-	3	2	3
CO4	2	-	1	-	1	2	2	2	-	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	F010202TB	Title of the Course	Marketing Theory and Practices	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective is to provide students with a theoretical and practical knowledge of fundamental marketing theories, concepts and analytical tools.						

Course Outcomes	
CO1	To provide knowledge about fundamentals of marketing that will enable learners to take better marketing decisions.
CO2	To provide knowledge about market Segmentation, Targeting and Positioning strategies.
CO3	To give an overview about different types of Marketing mix.
CO4	Understand the role and importance of Consumer behavior and Marketing research in marketing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Marketing	Definition, nature, scope & importance, Core concepts of marketing, Elements of Marketing Management, Needs, Wants & Demands, Customer V/s Consumer, Marketing V/s Selling, Marketing Environment-Micro and Macro.	10	CO 1
2	Definition	Need and Benefits of Market Segmentation, Bases for Market Segmentation; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	10	CO 2
3	Marketing Mix	Product – Product Mix, New Product development, Product Classification, Product life cycle, Branding, Packaging and Labeling; Price – Meaning, objective, factors influencing pricing, Methods of pricing; Distribution – Concept, importance, different types of distribution Channels; Promotion – Promotional mix, different techniques of promotion, Sales promotion.	15	CO 3
4	Marketing Research	Scope, Importance and Process; Marketing Information System: Meaning, Importance and Scope; Consumer Behavior: Concept, Importance, Consumer decision making process (five step model), Factors affecting Buying Behavior.	10	CO 4

Reference Books:

Kotler, Philip, “Marketing Management”, Person Education Pvt. Ltd, India, Latest Edition

Saxena Rajan, “Marketing Management”, Tata McGraw Hill, India, Latest Edition

Ramaswamy, V.S and Namakumari, S, “Marketing Management”, Macmilan India, NewDelhi, Latest Edition

Datta Debraj & Datta Mahua, “A Text on Marketing Management”, Vrinda Publications Ltd, India, Latest Edition

e-Learning Source:

Principles of Marketing, IGNOU via Swayam, <https://www.classcentral.com/course/swayam-principles-of-marketing-23791>

Marketing Management, Indian Institute of Technology Kanpur, NPTEL via Swayam. <https://www.classcentral.com/course/swayam-marketing-management-i-5308>

Introduction to Marketing Essentials, IIMB via Swayam. https://onlinecourses.swayam2.ac.in/imb19_mg11/preview

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO 1	2	1	1	1	2	1	2	1	2	1	1
CO 2	2	1	1	1	1	1	2	1	2	1	1
CO 3	1	1	1	1	1	1	1	1	1	1	1
CO 4	2	1	1	1	1	1	1	1	1	1	1

1- 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	F010203TA/ BM133	Title of the Course	Business Mathematics	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows-						

Course Outcomes	
CO1	To provide knowledge about Mathematics and its use in business
CO2	To make able about mathematical calculations
CO3	To learn about the use of set theory and calculus in business

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.	15	1
2	Mathematical Series	Percentage, Ratio and Proportion, Average, Mathematical Series Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	10	2
3	Set Theory	Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	10	3
4	Concept of Integration	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	10	4

Reference Books:	
Mehta & Madnani, Mathematics for Economics.	
Mongia, Mathematics for Economics.	
Zamiruddin, Business Mathematics.	
Raghavachari, Mathematics for Management.	
e-Learning Source:	
https://nptel.ac.in/courses/110107114	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO- PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	1	1	1	1	1	1	1	2	1	1
CO2	1	1	1	1	2	1	2	1	1	1	1
CO3	1	1	1	1	2	1	1	2	1	1	1
CO4	2	1	1	-	1	1	1	-	2	-	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	F010203T B	Title of the Course	Advertising Management	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build the understanding of promotion mix. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about communication, promotion and advertisement.						

Course Outcomes	
CO1	Ability to understand the concept of Advertising Management along with the role of advertising in social and economic development
CO2	Ability to understand the concept of Integrated Communication Mix and branding.
CO3	Ability to identify the appropriate method and techniques of Promotion and to understand the concept of budget
CO4	Ability to understand the concept of advertising copy and media planning

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Advertising Introduction, Scope, Importance in business, Role of advertising in social and economic development of India; Ethics and truths in Indian Advertising.	10	1
2	Communication	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Factors Affecting the Communication Mix Strategy, Branding-meaning, importance in advertising.	10	2
3	Promotion	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budge	10	3
4	Advertisement	Advertising Copy-meaning components types of advertising copy, Importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local	10	4

Reference Books:
Aaker, David A and Myers John G., “Advertising Management”, Prentice Hall of India,(2015).
Panda,T.K. and Sahadev,S, “Sales and Distribution Management”Oxford University Press, New Delhi(2005)
Ghosh, B.N., “Advertising Methods”,Sterling,New Delhi(2013)
e-Learning Source:
MJM029: Advertising and Public Relations - Course (swayam2.ac.in)
eGyanKosh: MJM-029 Advertising and Public Relations

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	2	1	1	1	2	2
CO3	1	1	1	1	1	1	1	1	2	2	1
CO4	1	2	1	1	1	1	1	1	1	2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation-

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	I010206T	Title of the Course	Hands on Training on Tally ERP9.0	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course is focused to provide practical implication on the knowledge of tally for commerce and management.						

Course Outcomes	
CO1	Ability to understand the basic concept of Tally ERP9, its use and relevance in accounting
CO2	Ability to identify the appropriate types and functioning of Tally and its uses in present senior
CO3	Ability to apply basic knowledge of accounting through Tally and its use in the field of TDS, GST and return filling.
CO4	Ability to understand the concept of payroll in Tally and creation of various reports using Tally.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Excel Introduction,	Creation of Company, Tally Configuration, Account Voucher Creation, Voucher Type Selection, Alteration of Vouchers, Reports, computation. Inventory, Payments, Quotes, Sales Orders, Sales/Invoicing, Receipts, Memorized Transactions, Global Options, Reports	15	1
2	Introduction Range	TDS -TDS Reports, TDS Online Payment, TDS Returns filing, TDS Certificate issuing ,26AS Reconciliation, TCS - TCS Reports, GST- GST Returns, EPF -ESIC, Professional Tax	10	2
3	Formulas and Functions	Employee Creation - Salary Define, Employee Attendance Register, Pay Heads Creation, Salary Report	10	3
4	Financial Statement	Financial Statements - Trading Account, Profit & Loss Account, Balance Sheet, Accounts Books and Reports, Inventory Books and Reports, Exception Reports, Statutory Reports, Payroll Reports, Trail balance, Day Book, List of Accounts, Stock Summary, Outstanding Statement	10	4

Reference Books:

- Computerized Accounting System For B.Com. by Ajay Sharma and Manoj Bansal
- Computerized Accounting System by Neeraj Goyal and Rohit Sachdeva
- Computer Based Accounting by C Mohan Luneja, Sandeep Bansal and Rama Bansal
- Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13 th Ed. 2013.
- Asok K. Nadhani, Tally ERP 9 Training Guide - 4th Revised & Updated Edition, BPB publication

e-Learning Source:

- <https://www.studyathome.org/products/tally-erp9-certificate-course-by-ca-raj-k-agrawal/>
- <https://tallyeducation.com/tepl/>
- <https://www.udemy.com/topic/tally-erp/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation-

Name & Sign of Program Coordinator	Sign & Seal of HoD
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